

# CONTRACT



**WUAB**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Greer, Margolis, & Mitchell #1**  
**1010 Wisconsin Ave.**  
**Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 803373 /		<u>Alt Order #</u> 06259635
<u>Product</u> <b>OBAMA FOR AMERICA</b>		
<u>Contract Dates</u> <b>09/25/12 - 10/01/12</b>	<u>Estimate #</u> <b>1536</b>	
<u>Advertiser</u> <b>Obama for America 2012</b>		<u>Original Date / Revision</u> 09/24/12 / 09/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WUAB</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 1	WUAB	09/25/12	10/01/12	M-F 19 Action News at 7a	7-8a		:30			NM	0	\$0.00
D 2	WUAB	09/25/12	10/01/12	M-F 10-11a	10-11a		:30			NM	0	\$0.00
D 3	WUAB	09/25/12	10/01/12	M-F 11a-12p	11a-12p		:30			NM	0	\$0.00
D 4	WUAB	09/25/12	10/01/12	M-F 2-3p	2-3p		:30			NM	0	\$0.00
D 5	WUAB	09/25/12	10/01/12	M-F 7-730p	7-730p		:30			NM	0	\$0.00
D 6	WUAB	09/25/12	10/01/12	M-F 730-8p	730-8p		:30			NM	0	\$0.00
D 7	WUAB	09/25/12	10/01/12	Late News M-Su	10-11p		:30			NM	0	\$0.00
D 8	WUAB	09/25/12	10/01/12	M-F 11-1130p	11p-1130p		:30			NM	0	\$0.00
D 9	WUAB	09/29/12	09/29/12	Sa 7-730p	7-730p		:30			NM	0	\$0.00
D 10	WUAB	09/29/12	09/29/12	Sa 730-8p	730-8p		:30			NM	0	\$0.00
D 11	WUAB	09/30/12	09/30/12	Su South Park 1a	1a-2a		:30			NM	0	\$0.00
D 12	WUAB	10/01/12	10/01/12	Mon Hour 1	8-9p		:30			NM	0	\$0.00
D 13	WUAB	10/01/12	10/01/12	Mon Hour 2	9-10p		:30			NM	0	\$0.00
D 14	WUAB	09/25/12	09/25/12	Tue Hour 1	8-9p		:30			NM	0	\$0.00
D 15	WUAB	09/25/12	09/25/12	Tue Hour 2	9-10p		:30			NM	0	\$0.00
D 16	WUAB	09/26/12	09/26/12	Wed Hour 1	8-9p		:30			NM	0	\$0.00
D 17	WUAB	09/26/12	09/26/12	Wed Hour 2	9-10p		:30			NM	0	\$0.00
D 18	WUAB	09/27/12	09/27/12	Thu Hour 1	8-9p		:30			NM	0	\$0.00
D 19	WUAB	09/27/12	09/27/12	Thu Hour 2	9-10p		:30			NM	0	\$0.00
D 20	WUAB	09/28/12	09/28/12	Fri Hour 1	8-9p		:30			NM	0	\$0.00
D 21	WUAB	09/28/12	09/28/12	Fri Hour 2	9-10p		:30			NM	0	\$0.00
D 22	WUAB	09/29/12	09/29/12	12-330p	12-330p		:30			NM	0	\$0.00
D 23	WUAB	09/29/12	09/29/12	Sat Prime	630p-10p		:30			NM	0	\$0.00
D 24	WUAB	09/25/12	09/28/12	M-F 1230-1a	1230-1a		:30			NM	0	\$0.00
N 25	WUAB	09/25/12	10/01/12	M-F 19 Action News at 7a	7-8a		:30			NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	-TWTF--			4	\$50.00				
Week:		10/01/12	10/07/12	M-----			1	\$50.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WUAB**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u> 803373 /		<u>Alt Order #</u> 06259635
<u>Contract Dates</u> 09/25/12 - 10/01/12		<u>Product</u> OBAMA FOR AMERICA
<u>Advertiser</u> Obama for America 2012		<u>Estimate #</u> 1536
		<u>Original Date / Revision</u> 09/24/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
N 26	WUAB	09/25/12	10/01/12	M-F 10-11a	10-11a		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$100.00			
Week:		10/01/12	10/07/12	M-----				1	\$100.00			
N 27	WUAB	09/25/12	10/01/12	M-F 11a-12p	11a-12p		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$100.00			
Week:		10/01/12	10/07/12	M-----				1	\$100.00			
N 28	WUAB	09/25/12	10/01/12	M-F 2-3p	2-3p		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$175.00			
Week:		10/01/12	10/07/12	M-----				1	\$175.00			
N 29	WUAB	09/25/12	10/01/12	M-F 7-730p	7-730p		:30			NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$475.00			
Week:		10/01/12	10/07/12	M-----				1	\$475.00			
N 30	WUAB	09/25/12	10/01/12	M-F 730-8p	730-8p		:30			NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$525.00			
Week:		10/01/12	10/07/12	M-----				1	\$525.00			
N 31	WUAB	09/25/12	10/01/12	Late News M-Su	10-11p		:30			NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTFSS				6	\$500.00			
Week:		10/01/12	10/07/12	M-----				1	\$500.00			
N 32	WUAB	09/25/12	10/01/12	M-F 11-1130p	11p-1130p		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$150.00			
Week:		10/01/12	10/07/12	M-----				1	\$150.00			
D 33	WUAB	09/29/12	09/29/12	Sa 7-730p	7-730p		:30			NM	0	\$0.00
N 34	WUAB	09/30/12	09/30/12	Su South Park 1a	1a-2a		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$30.00			
N 35	WUAB	10/01/12	10/01/12	Mon Hour 1	8-9p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$450.00			
N 36	WUAB	10/01/12	10/01/12	Mon Hour 2	9-10p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$450.00			
N 37	WUAB	09/25/12	09/25/12	Tue Hour 1	8-9p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$200.00			
N 38	WUAB	09/25/12	09/25/12	Tue Hour 2	9-10p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$200.00			
N 39	WUAB	09/26/12	09/26/12	Wed Hour 1	8-9p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$150.00			
N 40	WUAB	09/26/12	09/26/12	Wed Hour 2	9-10p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WUAB**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u> 803373 /		<u>Alt Order #</u> 06259635
<u>Contract Dates</u> 09/25/12 - 10/01/12	<u>Product</u> OBAMA FOR AMERICA	<u>Estimate #</u> 1536
<u>Advertiser</u> Obama for America 2012		<u>Original Date / Revision</u> 09/24/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-- 1----				1	\$150.00			
N 41	WUAB	09/27/12	09/27/12	Thu Hour 1	8-9p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--- 1---				1	\$150.00			
N 42	WUAB	09/27/12	09/27/12	Thu Hour 2	9-10p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--- 1---				1	\$150.00			
N 43	WUAB	09/28/12	09/28/12	Fri Hour 1	8-9p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---- 1--				1	\$150.00			
N 44	WUAB	09/28/12	09/28/12	Fri Hour 2	9-10p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---- 1--				1	\$150.00			
N 45	WUAB	09/29/12	09/29/12	ACC Football	12-330p		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----- 2-				2	\$75.00			
N 46	WUAB	09/25/12	09/28/12	M-F 1230-1a	1230-1a		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	- TWTF - -				1	\$75.00			
N 47	WUAB	09/29/12	09/29/12	Sat Prime	630p-10p		:30			NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----- S-				4	\$75.00			
Totals											60	\$14,130.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	50	\$11,155.00	\$9,481.75
10/01/12 - 10/01/12	10	\$2,975.00	\$2,528.75
<b>Totals</b>	<b>60</b>	<b>\$14,130.00</b>	<b>\$12,010.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.